

REPORT OF CONFERENCE CENTRAL STATES EXTENSION DIRECTORS  
HOTEL MORRISON, CHICAGO

October 9-11, 1945

Attending:

Illinois	H. P. Rusk, J. C. Spitler, Kathryn Van Aken Burns
Indiana	H. J. Reed, L. E. Hoffman, Lella Gaddis
Iowa	Murl McDonald, Louise M. Rosenfeld
Kansas	H. J. Umberger, L. C. Williams, Georgiana Smurthwaite
Michigan	R. J. Baldwin, H. A. Berg, C. V. Ballard, Rachel Markwell
Minnesota	P. E. Miller, Skuli Rutford, Julia Newton
Missouri	J. W. Burch, Amy Kelly, Mrs. Kathryn Zimmerman
Nebraska	W. H. Brokaw, H. G. Gould, Florence Atwood
North Dakota	E. J. Haslerud, Grace DeLong
Ohio	H. C. Ramsower, Minnie Price
South Dakota	Geo. I. Gilbertson, Nora Hott
Wisconsin	W. W. Clark, Arlie Mucks, Blanche L. Lee
Washington, D. C.	M. L. Wilson, M. C. Wilson, W. H. Conway, H. W. Hochbaum, Gladys Gallup, Eunice Heywood, Karl Knaus

The conference was called to order by Chairman L. E. Hoffman at 9:30 A.M. Tuesday, October 9.

Mr. Hoffman was re-elected chairman and Karl Knaus was elected Secretary of the group for the ensuing year. Paul E. Miller was nominated for membership on the Organization and Policy Committee to succeed J. W. Burch. Associate secretaries were appointed for half-day sessions to assist Hoffman and Knaus prepare a report of the conference as follows:

Tuesday A. M.	October 9	J. C. Spitler
Tuesday P.M.	October 9	Murl McDonald
Wednesday A.M.	October 10	Skuli Rutford
Wednesday P.M.	October 10	H. A. Berg
Thursday	October 11	Eunice Heywood (Joint session with Home Dem. Leaders)

Associate Chairmen for each half-day session were appointed as follows:

Tuesday afternoon	Paul E. Miller
Wednesday morning	R. J. Baldwin
Wednesday afternoon	W. W. Clark
Thursday morning	Lella Gaddis
Thursday afternoon	Blanche Lee and Director E. J. Haslerud

Director Wilson opened the conference by discussing in a confidential manner many problems affecting the organization and administration of Extension work. Pertinent thoughts brought out in the general discussion which followed were:

1. Secretary Anderson has a rapid keen mind. He wishes to combine many agencies in the Department of Agriculture and simplify its



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operations. To date reorganization has affected only AAA and allied agencies. The advisory committee of which President Milton Eisenhower is chairman meets the week of October 8 and Director Wilson will appear before them on Saturday, October 13.

2. While County War Boards have not been officially discontinued they are inactive.

3. Not too many workable ideas were obtained in the recent Agricultural Economics Association Essay Contest.

4. It appears Extension Service is closing one period and entering another: (a) 32 States now have extension budgets of more than \$500,000 and 23 have budgets over \$1,000,000. (b) The Administration of some Land Grant Colleges is just becoming conscious of the Extension Service and are not quite sure of its proper function in the college and in the State. (c) Farm people should determine problems upon which programs are based. Extension Service should bring to bear upon these problems the contributions of one or more of the Departments of the college and of other agencies. (d) Specialists should recognize that the farmers problems are not divided into subject matter lines. (e) Extension Service in the Department of Agriculture should be to the Department what the Extension Service in a Land Grant College is to the College. This is challenged by some Bureaus who prefer that the Federal specialists represent the Bureau when they go to a state.

5. It is desirable, that a committee consisting of men and women of high public standing review the Extension Service and its relationships, county, State and Federal, and project principles for its guidance for the next 10 or more years.

Extension participation in commercially sponsored radio programs is increasing. This is the only opportunity to use the radio that is open to most county extension agents, also to the State staff in many states. The importance of radio as a means of reaching large numbers of people is fully realized. Cooperation both with the radio station and the commercial sponsor has in most instances been excellent. However, to avoid possible inference of endorsement of advertised products a "disclaimer" or other suitable announcement is desirable.

Educational work in Farm Forestry. As a means of avoiding duplication of educational work and of clarifying the duties of recently appointed Forest Service personnel in cooperation with other state agencies than the college, a definite memorandum of understanding between the Forest Service, the Colleges and other agencies concerned is recommended. The educational function should remain under the direction of the Land Grant College and the Extension Service.

Discussion on the "Noble Clark Report" was led by Director Ramsower. Some of the points discussed were:

1. The setting up of a policy committee on the national level on which various agencies and agricultural organizations might cooperate. The Secretary of Agriculture favors such a committee, although some farm organizations do not.



2. The setting up of a national technical committee on agricultural policy by the United States Department of Agriculture and the Land Grant Colleges.

3. The use of the report in the states: (a) By farm organizations; (b) Industrial and commercial organizations; and (c) Other groups.

The states reported steps taken to date with respect to setting up a policy committee on the state level. In Ohio the various farm organizations have sponsored discussion groups on agricultural policy and the Extension Service has furnished educational materials and aids to discussion. Other agencies have also sponsored such groups. There was some question of the extent to which farm people generally will discuss matters pertaining to policy. The final consensus seemed to be that farm people are today better informed on national policies than ever before. It was agreed that here is a direct challenge to the Extension Service. It is probable that educational work in this field will expand. This calls for extension personnel to be better trained in this field.

Farm Labor. M. C. Wilson presented the opening statement and furnished mimeographed statements and charts setting forth the farm labor situation. The Extension Service will continue to handle the farm labor program if the Congress so directs and appropriates the necessary funds. The Extension Service is not asking for this responsibility. Reports from some of the states indicate a preference that the recruiting and placing of labor be handled by some other agency. In some areas, particularly the wheat belt, considerable sentiment prevails that the Extension Service should continue to direct the farm labor program. About three-fourths of appropriations to the Extension Service for the farm labor program will be expended in 1945. A farm labor program will be needed in 1946. The issue will go to the Bureau of the Budget this week and to the Congress before November 1.

Expansion Under Bankhead-Flannagan Funds Mr. Conway led the discussions and distributed a brief statement of the current situation relating to B-F Budgets.

Extension must be prepared to show that a fair share of the  $12\frac{1}{2}$  million dollars Bankhead-Flannagan funds are spent on providing agricultural and home economics service to the whole farm population and on 4-H Club work. The Department will again approve using Cooperative Extension funds for part-salary of extension workers on sabbatic leave for study provided the worker agrees to return to the State for at least one year.

The U.S. Civil Service Commission has indicated that Cooperative Extension employees are eligible for Federal retirement privileges. Karl Knaus is prepared to explain the requirements and details of the plan. Conway will provide literature.

It is the consensus of opinion that Extension will not get the second increment of Bankhead-Flannagan funds if the 1945-46 appropriations are not spent and spent as outlined in the act and at the hearings.

Some states are "letting down the bars" somewhat with respect to qualifications of applicants for county extension positions and are employing these persons on a year-to-year temporary basis.



Mr. H. W. Hochbaum gave a brief but excellent paper on, "Redirection of County Agricultural, Home Demonstration, and 4-H Club Work." The paper was distributed. An important question is, "Should Extension give greater emphasis to work on the larger problems of agriculture (policy and the like) rather than just do more of the old-line project work now that we have more funds?"

The Home Demonstration Agent program has not told its story in terms of objectives and accomplishments in an adequate manner. Attention is called to the fact that no mention was made of the home demonstration agent work in the House debate on the B-F amendment.

Dr. Gladys Gallup led the discussion on, "Extension Research, Evaluation, and Training." A copy of her paper is attached to this report.

The possibility of holding an administration workshop in the late winter or early spring months (possibly at Chicago University) was discussed briefly. It seemed preferable to hold it at a Land Grant institution if suitable talent could be obtained and other arrangements made. Action on the proposal was deferred to permit Dr. Gallup and Mr. Knaus to work out the course in greater detail for future consideration.

It was approved that Director Hoffman appoint a committee to develop recommendations for more effective use of the "Family Approach" to extension work.

It was approved that Director Hoffman appoint a small committee to study extension research needs in the Central States and to plan a coordinated research program for the region.

There was strong sentiment for continuation of the Extension Organization and Policy Committee or a similar group. In nominating Paul E. Miller to succeed Director Burch as a member of this committee, the group expressed to Director Burch their appreciation of his fine services on the committee.

It is proposed that the Central States Directors hold a conference at Peoria, Illinois in order to visit the Regional Laboratory. A convenient time would be at the time the Experiment Station Directors meet. This will permit at least one joint session of Experiment Station and Extension Directors. April or May was suggested as a desirable time.

A conference of Directors and supervisors was approved for early Spring. The theme of this conference should be Farm and Home Planning with appropriate specialists also in attendance. The conference should be held in two sections, one for states east of the Mississippi and the other for states west of the River.

Heywood, Turner and Knaus are to follow through in arranging for the conference. They will be assisted by appropriate committees of State workers.

Proposals for conferences of poultry and animal husbandry specialists were not acted upon.

State home demonstration leaders met with the directors on Thursday, October 11, to discuss the progress reports from the National Committee on Home



Demonstration Leaders which met in Washington, D. C., September 24-28.

Miss Nora Hott presented the reports on Health and Housing. There was a lively discussion of the Health report with some difference of opinion regarding the responsibility of the Extension Service in this area. Directors and State leaders from Nebraska, North Dakota, and Ohio told of their activities in the field of health. In some states the farm people have requested the aid of the Extension Service in studying their health problems and working out suitable solutions. The three states mentioned above already have full time people working on organization in connection with health and medical facilities. It was pointed out that this not a health education program such as that carried on by Miss Fannie Brooks in Illinois who is a trained nurse.

The report was accepted with the exception of the recommendation regarding extra personnel to work on Health.

Discussion of the Housing report indicated general acceptance of Extension responsibility in connection with rural housing. It was felt that both State and county personnel need more training to enable them to function effectively in this field. Emphasis was placed on the importance of economics in any housing program. The report was accepted with the exception of the section on types of assistance requested by the Federal office.

Mrs. Burns discussed the important points in the reports on "Policies Regarding Organization", "Organization and Developing the Program", and "Reaching New People."

In the discussion following her report, Director Hoffman was requested to appoint a committee to study the "family approach" and the organization of State and county staffs to work on coordinated programs. This committee will report at the supervisory conferences to be held in the spring.

Much of the discussion centered around questions of methods of reaching people, leadership and urban work.

The three progress reports were accepted with the understanding that further work will be done in future regional and national conferences.

On Friday, State home demonstration leaders met in informal session with Director Brokaw, Mr. Hochbaum and Miss Heywood, to consider in further detail problems related to the promotion of the home demonstration work. The forenoon was largely devoted to the question of maintaining present home economics staffs and ways of securing additional personnel. State leaders reported 113 county home demonstration workers, exclusive of assistants, needed now, to fill vacancies and to work in new counties being developed with Bankhead-Flannagan funds. Many resignations are anticipated as husbands and fiancées' return from the armed services.

In addition to these county vacancies, the 12 States reported a total of 24 vacancies on State staffs. Various ways of recruiting workers were discussed such as: (1) Encouraging girls, especially 4-H, to prepare for Extension work; (2) Working closely with resident staffs of home economics departments to be sure Extension is recognized as a desirable professional opportunity. (3) Keeping in touch with former workers who may be released



by the Red Cross or the services. (4) Continue working with the American Home Economics Association to be sure Extension Work is understood by all home economists.

Low salaries and long hours appear to be given most often as reasons for not entering home demonstration work. The necessity for owning a car frequently prevents recent graduates from taking a county position. This is especially true now that cars are expensive and hard to find.

Mr. Hochbaum explained the new opportunities for retirement through Civil Service. There was much interest and gratification expressed by the group.

There was much discussion of the need for in-service training, especially in housing. Director Brokaw agreed to suggest a regional conference on housing as a means of preparing State staff members to train county workers. It was felt that agricultural engineers, economists, home management specialists, Directors and State leaders should be represented at such a conference and that the resources of colleges and experiment stations should be called upon for subject matter.

The State leaders expressed their appreciation of the two-day conference and the need for additional conferences with Directors in the future.

Committees authorized by the conference have been appointed by Mr. Hoffman as follows:

#### Research Program

Associate Director Warren Clark - Wisconsin, Chairman  
Murl McDonald, Iowa  
Miss Nellie Watts - Ohio  
Mr. C. C. Hearne - Missouri  
Mr. L. M. Busche, Indiana  
Miss Catharine Flom - Minnesota

#### Family Approach

Paul E. Miller, Minnesota - Chairman  
Kathryn Van Aken Burns - Illinois  
C. C. Lang - Ohio  
Dorothy Simmons - Iowa  
Madona Fitzgerald - Missouri  
Elton Lux - Nebraska  
P. K. Connelly - Indiana  
J. M. Ferguson - Kansas  
Geraldine Fenn - South Dakota